



REGULAR COOPERATIVE MARKETING PROGRAM GUIDELINES

*The mission of the Utah Cooperative Marketing Program is to leverage state and co-op partner funding to **attract out-of-state visitors** to increase tourism expenditures*

Who May Apply for Co-op Marketing Funding?

- Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities (as outlined in the legislation)

Eligibility Requirements:

- Non-profit organizations that have existed for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.
- DMO's: Destination Marketing Organizations, such as Chambers, Convention and Visitors Bureaus and Regional Tourism Organizations.
- PSO's: Public Sector Organizations, such as Events, Festivals, Associations, Attractions, Recreation and Entertainment Venues.
- Organizations exempted from Federal Income Tax under Section 501 of the Internal Revenue Code.
- Applicants may not use the 501 (c) status of another entity or their out-of-state parent organization.
- No qualified entity may serve as a fiscal agent for a non-qualified entity.
- Co-op funds cannot be matched with other state dollars. All applicants and partners will be required to identify the amount and source of their matching funds as well as any state support they are currently receiving.
- Partnership applications are encouraged. When submitting an application involving various partners, the largest financial contributor must be the primary contact on the application.

Eligible Projects (All projects must be directed at out-of-state visitors)

- Print – Newspaper / Flyer / Direct Mail
- Electronic – TV / Radio
- Publications – Magazines / Guides / Playbills
- Trade Shows/Travel Trade/Consumer Shows – Registration, booth space, marketing collateral (Transportation, lodging, meals, entertainment expenses are not eligible)
- Billboard, and other non-traditional
- Web / Internet / Technology – Pay Per Click, E-mail Marketing, Web site design & implementation (website hosting not eligible)
- Collateral – Brochures / DVDs / CDs
- Postage paid only for new market reach – not for operations
- Conventions – Marketing attendance of the convention to out-of-state visitors

Ineligible Projects:

- Administrative costs (i.e. – salaries, travel, food, beverages, lodging, gifts/awards, web hosting, memberships or entertainment for personal and/or volunteers of organization)
- Fam Tours (i.e - travel, food, beverages, lodging, gifts/awards or entertainment)
- Tangible personal property (i.e. – office furnishings or equipment, permanent collection of individual pieces of art, etc.)
- Interest, reduction of deficits or loans
- Scholarships, endowments or cash awards of any description
- Direct funding to acquire, construct, extend or maintain a facility
- Activities or materials which violate State or Federal laws
- Projects already in progress

Application Review Process:

1. Staff reviews applications for compatibility with the Co-op Marketing Guidelines. Staff will review and determine the level of funding for applications requesting between \$1,000 and \$2,500.
2. Co-op Committee members will individually review and score the qualified applications prior to making recommendations to the UOT Board. Applicants will be notified of, and invited to participate in an oral interview with the Co-op Committee during the application review process.
3. The Committee also determines whether the agreement needs to be a Memorandum of Understanding (MOU) or a State contract (according to State of Utah Policies and Procedures). Contracts will be required for the following:
 - First time event regardless of the entity
 - Entities in business less than three years
 - At the discretion of the board
4. The applicant will be notified of the Board's decision following the August 13, 2009 UOT Board meeting.

Please Note:

There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding of funds are at the discretion of the Co-op Committee, Board of Tourism Development, and the Utah Office of Tourism (UOT) and are final. The Co-op Committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds. Greater consideration will be given to projects that demonstrate the highest potential for economic impact from out-of-state visitors. For event applications, applicant should demonstrate the ability to execute the event with or without financial assistance from the Cooperative Marketing Program.

Scoring / Ranking

An objective review to score each application will be based on the following point system scale:

Project Design – 40 points

- Clearly defined goals and objectives that are realistic – 10
- Ability to attract and/or target new markets or promote new products – 20
- Integrated marketing plan, strategic plan or other cooperative marketing plan – 10

Accountability/Economic Impact – 60 points

- Expected revenue and positive economic impact generated - 25
- Reliable tracking mechanism – 15
- Projects aimed at attracting more visitors during the shoulder season - 5
- Reasonable cost/benefit ratio –15

Scoring Parameters

- Applications must receive a score of 70 or higher by the majority of Committee members to be eligible for funding. Applications receiving an average score of less than 70 will not receive funding.
- Preference will be given to new markets and new products.

Guidelines for use of the Utah Logo

All projects must utilize the state brand and have a call-to-action. The Cooperative Marketing program is intended not only to market your project/event but also to extend the brand of the state. It is important that we work together to make certain that Utah's brand and logo are effectively used in all marketing materials. **Use of the UOT logo must be in accordance with the UOT Brand Guidelines which can be found at www.travel.utah.gov/logoguidelines.** Please submit final drafts of all projects/event materials via email to Kelly Day (kday@utah.gov) for approval prior to print, distribution, public release, publication, etc. Please allow a minimum of five (5) business days for approval. The UOT reserves the right to use co-op partner ads in its marketing materials.

As part of the logo approval process, the Office of Tourism and/or Co-op Marketing Committee members reserve the right to deny co-op funding and the use of the Utah logo on marketing materials that may include inappropriate content, or content that may portray Utah or Utahns in a negative way. The denied Co-op funds and matching funds, may be reallocated to other approved projects/materials included in the application for increased out-of-state exposure. Should this not be feasible or acceptable to the applicant, the Utah Office of Tourism will reduce funding for the project accordingly.

Billboards - Billboards must display the official Utah-Life Elevated logo at a size that is clearly readable to the passing motorist. Applicants must also specify the location and dates of billboard display.

Partner Logos - Logos of applicants and partners (including private businesses) must be declared in the application and approved by the UOT. Logos representing alcoholic beverages, tobacco products, and/or sexually oriented products and services will not be permitted with the Utah logo.

Print and Publications - All newspaper and magazine ads must contain the Utah logo. Generally, the size of the Utah logo should be commensurate with the size of the applicant's logo but not less than 1.25" in length as required in the Utah Logo Guidelines. Applicants must specify the newspaper/publication name, size of ad, market reach and anticipated issue dates.

TV Ads/DVDs/CDs - The products must display the official "Utah – Life Elevated" tourism logo for a minimum of five seconds, typically at the end of the ad. The logo and credit line must be clearly legible and prominently displayed. Applicants must include market reach and frequency. Generally, the size of the Utah tourism logo should be commensurate with the size of the destination marketing organization's logo. DVDs and CDs should also include an official Utah tourism logo on the cover and label.

Radio Ads - Radio ads must contain the credit line "produced in cooperation with the Utah Office of Tourism." The credit line should take 3-5 seconds to pronounce and must be clear and easy for the listener to hear. Applicants must include market reach and frequency.

Booths - Booths purchased or constructed as a portion of the application must display the official Utah – Life Elevated logo for a minimum of one year. The Utah logo should be located in the top 1/3 of the booth and must be clearly legible to those walking down the aisle past the booth. Realizing that booths come in a wide variety of shapes and sizes, the UOT reserves the right to approve the use of the logo on a case-by-case basis.

Websites - Websites created or revised using Co-op dollars must contain the official Utah tourism logo prominently displayed in a place the web visitor will likely view (homepage) for a minimum of one year. The Utah tourism logo should link to the www.utah.travel website.

Trade Shows - Travel/trade show participants must display a sign stating, "Participation in this event is co-sponsored by the Utah Office of Tourism." The UOT will provide a PDF file with the wording and logo for the sign. Co-op participants must have the sign made in time for their show, and show the sign or an image of the sign to the UOT prior to attending the event.

Co-op Funding Policy

1. Regardless of the type of project funded, all applicants receiving funding from the Utah Office of Tourism Cooperative Marketing Program are required to display the following on their website:

- a. Utah Office of Tourism Logo
- b. Link the Utah Office of Tourism logo to UOT's official consumer website: www.utah.travel

The UOT logo and link must be displayed in a reasonably prominent position for the duration of the Co-op marketing project for which the funding was received.

2. UOT will match up to 50% of total project. The UOT award and your match are required by law to be spent on out-of-state promotion only.
3. Qualified entities may apply for up to **\$250,000** of Co-op Marketing funds. All matching funds contributed by a single entity count towards its \$250,000 limit. Multiple applications may be submitted by a single entity but the total amount requested cannot exceed \$250,000. No application will be considered for co-op funding below \$1,000.
4. Required Match – Applicant must demonstrate that it can match its co-op request with non-state funds.
In-kind gifts will be acknowledged, but are not eligible to be considered as part of the match.
Letters of financial commitment must be signed by and submitted on contributor's letterhead.

Payment and Reporting:

- If an MOU is issued, 50% of the total award will be paid upon receipt of a signed MOU along with an invoice for said amount, but no earlier than 120 days prior to the project start date as indicated in the application. If the initial 50% of funds are not requested within 30 days of the project start date as listed in the application, all Co-op funding for this project will be forfeited. The remaining 50% of funds will be issued upon the UOT receiving a written final report and all project related invoices within 90 days of the completion of the project.
- If the committee determines that a contract will be issued, terms and conditions will be determined and payments will be made accordingly.
- All applicants must submit a written final report and all project related invoices within 90 days of completion of the project. **Applicants who have failed to submit their final report within the 90 day period following completion of their project are not eligible to apply in the next funding round.**
- The UOT may request periodic, brief, event/project updates from its Co-op partners
- In the event that an applicant cannot complete its project as approved, the applicant is required to notify UOT staff immediately and submit proposed changes/modifications in writing as soon as possible.

Send 10 printed copies of your completed application to:

Kelly Day
Utah Office of Tourism/Co-op Marketing Program
Council Hall/Capitol Hill
300 N. State Street
Salt Lake City, UT 84114